

Newsletter Insert

[*Cut and paste this brief item into your organization's newsletter for members or employees.*]

NINTH ANNUAL NATIONAL CONSUMER PROTECTION WEEK:

READ UP, REACH OUT, and BE AN INFORMED CONSUMER.

[NAME OF YOUR ORGANIZATION] has joined a group of federal, state, and local government agencies and national consumer advocacy organizations to launch the ninth annual National Consumer Protection Week (NCPW), February 4-10, 2007. NCPW highlights consumer education efforts in the fight against fraud in communities across the nation. NCPW's national organizers encourage everyone to *read up, reach out, and be an informed consumer*. By gathering and sharing information, consumers – and their friends and families – can be more confident, savvy and safe in the marketplace.

NCPW partner organizations will provide practical – and tactical – tips so consumers can learn and tell others how to make well-informed purchase decisions, avoid scams, protect their personal information, and file a complaint. Consumers can read up and boost their marketplace IQ at www.consumer.gov/ncpw. The site features an Outreach Toolkit to help promote NCPW. Look for a sample press release, letter to the editor, poster, proclamation, webpage buttons, and banner ads to publicize NCPW and consumer protection in general. For more information, visit www.consumer.gov/ncpw.

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